

ABSTRACT OF THE DISCLOSURE

A method of obtaining personal and survey information includes at least one information entry processor, off site central server, and mail fulfillment house. The information entry processor includes a touch screen user interface, central processing unit, and entry modem. Entry of personal information may be made through a keyboard displayed on the touch screen or a card swipe reader. A prospect enters personal and survey information in exchange for a chance to win some type of prize by playing a game contained on the information entry processor. The information entry processor will send the information entered to the off site central server. The mail fulfillment house will use the personal contact and survey answers to mail follow-up letters to prospects. In a second embodiment, the at least one information entry processor is replaced with a web page. Database management software allows personal information records to be manipulated in numerous ways for both embodiments. At least three security levels allow only qualified individuals to access and manipulate personal information records.